

15 remote vendor information location disposed on the network, the remote vendor
information location having the vendor information; and
 ✓✓ accessing the remote vendor information location from the user location
in accordance with the routing information of the remote vendor information location
to return the vendor information for processing.

REMARKS

Applicants have carefully reviewed the Office Action dated August 28, 2002. Applicants have amended Claims 1 and 6 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Regarding the non-patent items of the Information Disclosure Statement filed on September 20, 1999, a form PTO/SB/08B listing the non-patent references D1-D14, including copies thereof is filed concurrently herewith.

Regarding Claims 1, 4-5, 6 and 9-10, rejected under 35 U.S.C. Sec. 103(a) as being unpatentable over U.S. Pat. No. 6,061,719, Bendinelli et al. (hereinafter *Bendinelli*) and further in view of U.S. pat. No. 6,018,768, Ullman et al. (hereinafter *Ullman*), this rejection is respectfully traversed as follows.

Applicants' amended Claim 1 recites embedding a unique code, which does not contain routing information, in information recorded on a compact disc (CD), which unique code, when extracted at the user location during playback of the CD, is transmitted to a remote location in accordance with routine information stored at the user location wherein vendor information is returned to the user location.

In contrast, *Bendinelli* is limited to embedding a URL or other network information identifier (i.e., routing information) in a transmitted image signal (e.g., a television broadcast), which URL, when decoded at the image receiver location may be used to establish a connection to a web site on a network to retrieve web content for display at the receiver location in synchronism with the received image

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signal.

Thus, the Examiner is correct in that *Bendinelli* does not explicitly disclose a unique code in recorded information of a compact disc. However, neither does *Bendinelli* disclose “a unique code, which does not contain routing information,” nor does *Bendinelli* disclose “transmitting the unique code . . . in accordance with routing information stored at the user location.”

The *Ullman* reference is offered by the Examiner to cure the deficiencies of *Bendinelli*. However, *Ullman* is limited to embedding URLs (routing information) in video programming recorded on a digital video disc (DVD). Moreover, *Ullman* does not disclose URL information extracted from a DVD during playback which is separate and distinct from “routing information stored at the user location, which distinction is clearly recited in Applicants’ Claim 1. Thus, *Ullman* cannot meet the requirements of Applicants’ Claim 1 which are not disclosed in *Bendinelli*, namely, the “unique code, which does not contain routing information” and the step of “transmitting the unique code to a remote location on the network in accordance with routing information stored at the user location.”

For the foregoing reasons, Applicants respectfully submit that neither *Bendinelli* and *Ullman*, alone or in combination, anticipates or renders obvious the invention recited in Claim 1, as amended, and the Applicants respectfully request the withdrawal of this rejection. Independent method Claim 6, which is similar but contains further limitation of the process of obtaining vendor routing information, is amended in the same manner as Claim 1. Applicants respectfully submit that Claim 6 as amended is neither anticipated nor rendered obvious by *Bendinelli* and *Ullman*, alone or in combination.

Regarding Claims 4-5 and 9-10, respectively dependent directly or ultimately from base Claims 1 and 6, Applicants respectfully submit that the rejections presented are now moot because Claims 4-5 and 9-10 contain all of the limitations as the base Claims 1 and 6, as amended, and are therefore patentably distinct over the cited references to *Bendinelli* and *Ullman*, alone or in combination.

Regarding Claims 2-3 and 7-8, rejected under 35 U.S.C. Sec. 103(a) as being unpatentable over

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Bendinelli - Ullman as applied to Claims 1, 4-5 and 6, 9-10 and further in view of U.S. Pat. No. 6,061,368, Hitzelberger (hereinafter *Hitzelberger*), this rejection is respectfully traversed as follows.

Applicants' Claim 2 recites steps of "transmitting the unique code [which is not routing information, from Claim 1 as amended] to an intermediate location" so that a database can be accessed and a comparison made between the unique code and remote vendor routing information and, if there is a match, "transmitting the matching vendor routing information back to the user location" so that the user location may be connected with the vendor information location.

In contrast, the routing engine in *Hitzelberger* "makes routing decisions by performing associative comparisons on *routing indicators* encoded in inbound packets [which] generally result in inbound packets either being transmitted in unmodified form, transmitted in modified form, or being filtered." Col. 4, lines 16-20, emphasis added. The "intermediate location" of Applicants' Claim 2 does not read upon the routing engine of *Hitzelberger*. In the first place, Applicants' intermediate location acts on a unique code, not a "routing indicator" as in *Hitzelberger*, and not a "source identifier" as characterized by the Examiner. Second, Applicants' matching vendor routing information is *transmitted back* to the user location, a step not disclosed in the reference. Thus, *Hitzelberger* functions differently from Applicants' Claim 2 and there is no disclosure in the reference indicating it is structurally able to transmit matching vendor routine information *back to* the user location. Accordingly, the *Hitzelberger* reference is unable to supply the step missing from the combination of *Bendinelli-Ullman* and Applicants respectfully request the withdrawal of this rejection.

Regarding Claim 3, not only is *Ullman* insufficient to teach the user profile information content stored on the database at the intermediate location, as asserted by the Examiner (because *Ullman*, in the cited passage, only mentions selecting URL streams or "information" according to user interests or profile to personalize the information, and is otherwise silent regarding a user profile as contents of the database at an intermediate location) but the combination of *Bendinelli - Ullman - Hitzelberger* is inadequate to obviate Applicants' Claim 2 (from which Claim 3 depends) as shown hereinabove. Applicants therefore respectfully request the withdrawal of this rejection.

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Regarding Claims 7 and 8, which depend from base Claim 6, and contain limitations similar to Claims 2 and 3, this rejection is respectfully traversed because base Claim 6 as amended was shown in the foregoing Remarks to *not* be obviated over the combination of *Bendinelli-Ullman*. Therefore, since Claims 7 and 8 depend directly or ultimately from Claim 6 and contain the limitations of the base claim thereof, Applicants respectfully submit that Claims 7 and 8 are likewise not anticipated or obviated over the cited references.

Applicants bring to the Examiner's attention a co-pending application with claims very similar, but not exact, to those in the present case. This is U.S. Patent Application Serial No. 09/378,216, filed August 19, 1999 and entitled "A Method for Controlling a Computer Using an Embedded Unique Code in the Content of Videotape Media." This application was rejected in view of U.S. Patent No. 6,195,693, issued to *Berry*. A copy of this patent has been enclosed in the attached Information Disclosure Statement. Applicants believe that the claims as amended distinguish over this reference, but it is believed that this patent is relevant to the prosecution of the present case.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,707 of HOWISON, THOMA & ARNOTT, L.L.P.

Respectfully submitted,
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VERSION WITH MARKINGS TO SHOW CHANGES MADE

1. (Amended) A method for controlling a computer with recorded information of a compact disk, comprising;

embedding a unique code, which does not contain routing information, in recorded information of the compact disk, the unique code in close association with vendor information, such that the unique code will be output during normal playback of the compact disk and within the video/audio bandwidth thereof;

5 extracting the unique code with an extractor during output of the recorded information to a user at a user location disposed on a network during normal playback of the compact disk;

10 in response to extracting the unique code, transmitting the unique code to a remote location on the network in accordance with routing information [stored] accessible at the user location, wherein the vendor information is returned to the user location for processing.

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6. (Amended) A method for controlling a computer with recorded **Technology Center 2100** information of a compact disk, comprising;

embedding a unique, which does not contain routing information, code in recorded information, the unique code in close association with vendor information, such that the unique code will be output during normal playback of the compact disk and within the video/audio bandwidth thereof;

5 extracting the unique code with an extractor during output of the recorded information to a user at a user location disposed on a network during normal playback of the compact disk;

10 in response to extracting the unique code, transmitting the unique code to an intermediate location disposed on the network in accordance with routing information of the intermediate location stored at the user location;

performing a matching operation at the intermediate location with the

unique code to return to the user location matching vendor routing information of a remote vendor information location disposed on the network, the remote vendor information location having the vendor information; and

5 accessing the remote vendor information location from the user location in accordance with the routing information of the remote vendor information location to return the vendor information for processing.